



Coronavirus
COVID-19
Public Health
Advice

COVID-19 Layer Up Partner Pack November 2021

- ▶ Stay home if you have symptoms
- ▶ Physical distancing
- ▶ Wear a mask
- ▶ Open windows
- ▶ Get your vaccine
- ▶ Wash hands often
- ▶ Cover coughs & sneezes
- ▶ Avoid crowds & poorly ventilated places
- ▶ Meet outdoors



#LayerUp


Layer Up - The Concept

Be prepared for the conditions:

In Winter, we 'layer up' our clothing to protect us from the cold; hat, scarf, coat, gloves – we protect ourselves from the weather to avoid getting sick.

In the COVID-19 pandemic, we 'layer up' our defences so that the virus has less opportunity to infect us and the people around us. We Layer Up with vaccines, face masks, regular hand washing/sanitising, social distance, managing our contacts, isolating when symptomatic, open windows, avoid crowds, meet outdoors.

Key Messages

- **Every Layer adds to your protection**
 - **Be prepared and Layer Up**
 - **Layer Up against COVID-19**
 - **Layer Up to Stop the Spread**
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COVID-19 Layer Up Campaign

There are many layers that offer different protections against COVID-19. The best way to keep safe is to #LayerUp all of your defences.

Vaccines/Boosters

If you are fully vaccinated then you are better protected against severe illness, hospitalisation and death from COVID-19. People who have not yet had their vaccine are encouraged to come forward, and those invited for their boosters are asked to prioritise their appointment.

Face Masks

Face masks help prevent the transmission of COVID-19, especially in indoor settings where the risk is higher. When I wear a mask I protect you, when you wear one you protect me. Face masks are about protecting one another. The virus can still potentially transmit if I wear a face covering, especially if I am wearing it below my nose or if I touch my face with contaminated hands. Face masks, when worn correctly, are another layer in our defence against COVID-19.

Open Windows

The virus spreads easier indoors than outside. Opening windows and doors or appropriate ventilation is another great layer in protecting you from contracting COVID-19.

Social distance

Breaking the chains of transmission is made easier when we do not come into close contact with another person, especially someone outside our household. Keeping 2m distance ensures that the virus does not have the space to transmit from one body to another.

COVID-19 Layer Up Campaign

Hand hygiene: Virus particles can be picked up from the surfaces we touch. Making sure you do not touch your eyes, nose or mouth without first washing/sanitising your hands is important. Washing your hands is a staple intervention in infection prevention. Make sure you wash or sanitise your hands regularly, and have sanitiser on your person when out and about. Clean hands is another layer of defence against COVID-19.

Cough etiquette: Cough/sneeze into your elbow or a tissue and dispose of it in a bin. That way, particles do not reach your hands where you might spread the virus to surfaces and other people. If enough of us do this, the virus does not get as much of a chance to spread.

Manage your contacts: Cutting down on the number of people we see in a given week, if done collectively, helps drive down infection in the community. Working from home, reducing numbers at a social gathering or taking it online, postponing plans with a vulnerable family member if I have recently been in a high risk environment, are all ways of managing my contacts and another layer of protection against COVID-19.

Stay at home if symptomatic: We all should know the symptoms of COVID-19 and stay home if experiencing them. While others in the community may have their layers of defence up - they are vaccinated, wearing masks, keeping distance - I could still potentially spread the virus. Staying at home stops the virus getting out and testing the layers of others.

Posters available

Downloadable posters for front facing premises are available at gov.ie/LayerUp

The new look and feel is designed to grab attention, an evolution from the COVID Yellow.

All businesses, retail and public service offices are encouraged to display these posters in front of house and in staff areas. The individual responsibility needs to be supported, knowing how to Layer Up our defence is vital.



RGB:
0/126/161

RGB:
0/97/129

Posters available

- Layer up to protect from Covid-19
- Stay home if you have symptoms
- Wear your face covering here
- Keep window open
- Sanitise hands here
- Show your Covid Cert & photo ID
- 2m floor marker

Download posters at gov.ie/LayerUp



Social media

Layer up your defences against #COVID-19

- Vaccine/booster
- Face mask
- Avoid crowds
- Indoor ventilation
- Wash your hands
- Cough/sneeze etiquette

Learn more: #LayerUp

More information: gov.ie/LayerUp

The Evidence

The Department of Health bases its communications on evidence.

Our strategies are designed to inform the public on how to protect from Covid-19 and incorporate insights from qualitative, quantitative and behavioural research.

More information: [gov.ie/health](https://www.gov.ie/health)



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Please share with your networks

Thank you

gov.ie/layerup



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Government of Ireland